INTERVIEW NOTES

use this booklet to compare
and take notes from the interview
with marco

INTERVIEW NOTES

Best ways to find your target audience? What tips/tricks do you have?

- Facebook Audience Insights: Facebook insights gives you related content and pages that people might like.
- Related search on google. Find someone on google that is a leader in your niche and you will see a list of related searches.
- Competitor research. Check out what the big guys are doing and see if you can find them in the Facebook targeting section as well.
- Be creative!

NOTES:

Is there always a correlation between extra money spent on ads and better results? What do you recommend is the best "sweet spot". When starting a campaign early what do you do to ensure that you don't waste money?

- There is no correlation between extra money and successful results. Start with a small budget.
- Start with a test phase 24/48 hours with A/B testing- include different variances.
- Revise it and only run the best performing ads.
- Don't just pile more money into successful ads, go and replicate.

NOTES:

How do you know, when reading your metrics, what you're looking for and how to further optimise?

- Really simple.
- Keep an eye out for "cost per result" (best performing ads)
- Frequency (no more than 3)

REMEMBER: Don't increase budget more than 20%, just replicate the campaign.

NOTES:

In story advertising and advertising as posts. Is there room for both?
Should you pick one?
What do you personally find has worked the best for you in the past?
Are they good for different fields and how do you know what to do for you?

- Boosted posts within the Instagram app is a waste of your money
- Focus on ACTUAL ADs.
- Story vs feed ads
- Story ads typically perform way way better (15 seconds)
- Especially for growth ads
- Feed ads can have longer videos (60 seconds)
- Run a Feed ad for video views (value bomb)
- Run a story ad to the people who watched the video (CTA)

NOTES:

Content that you use when running your story ads then – what works the best in your personal experience? Videos / photos / specific photo types that can be made on Photoshop?

- Videos ALWAYS outperform images.

However, the best working ones are when you're just talking to the camera.

- People talking to the camera (selfie), it's personal / doesn't seem like an ad..
- It's a great hack so that people don't realise they've seen an ad.
- Focus on Story Ads.
- You can use feed ads – but then retarget the people who have seen that in Facebook ads manager with a story ad.

NOTES:

Is there a time of day that is more effective?

No, it all depends on your niche and your audience.
Analyse your potential audience and work out when THEY are online.

Is there a wrong way to set up an ad?

- Not following facebook policies (you can get banned!)

{https://www.facebook.com/policies/ads/ for the rules}

- Length and formatting
- Too much text

NOTES:

What is a realistic expectation for a first ad?
(Can we expect to start with the ideal outcome? Or are ads more about momentum?

- It depends on the industry and the audience
- The smaller the audience the higher the price
- Ensure it remains under 0.70 cents per result (link click)

NOTES:

What should I look for in how someone else has set up an ad as inspiration?
Will my ad set up be unique to me and my product?

- Always replicate success
- Competitor & influencer research – go and see what's working!
- Spy on Facebook pages – you can see the ads your competitors are running.

What is the main takeaway here that you'd want our students to take?

- Instagram ads are a great and unutilized tool
- More engaging (story ads)
- Everyone is on Facebook
- Ensure things don't go for too long

NOTES:

ADDITIONAL NOTES: